

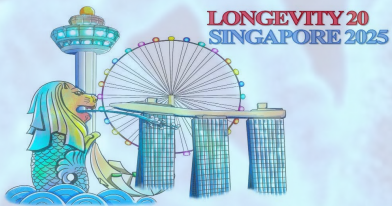
# **Biohacking meets luxury:**

## **The science and business of longevity in the wellness economy**

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# Disclaimer



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# Agenda

- Longevity clinics and the wellness economy
- Key wellness sectors: Fitness, luxury hospitality
- The business of longevity clinics
- The science of longevity clinics
- Singapore as a longevity hub

# Longevity is part of a \$6.3 trillion wellness economy

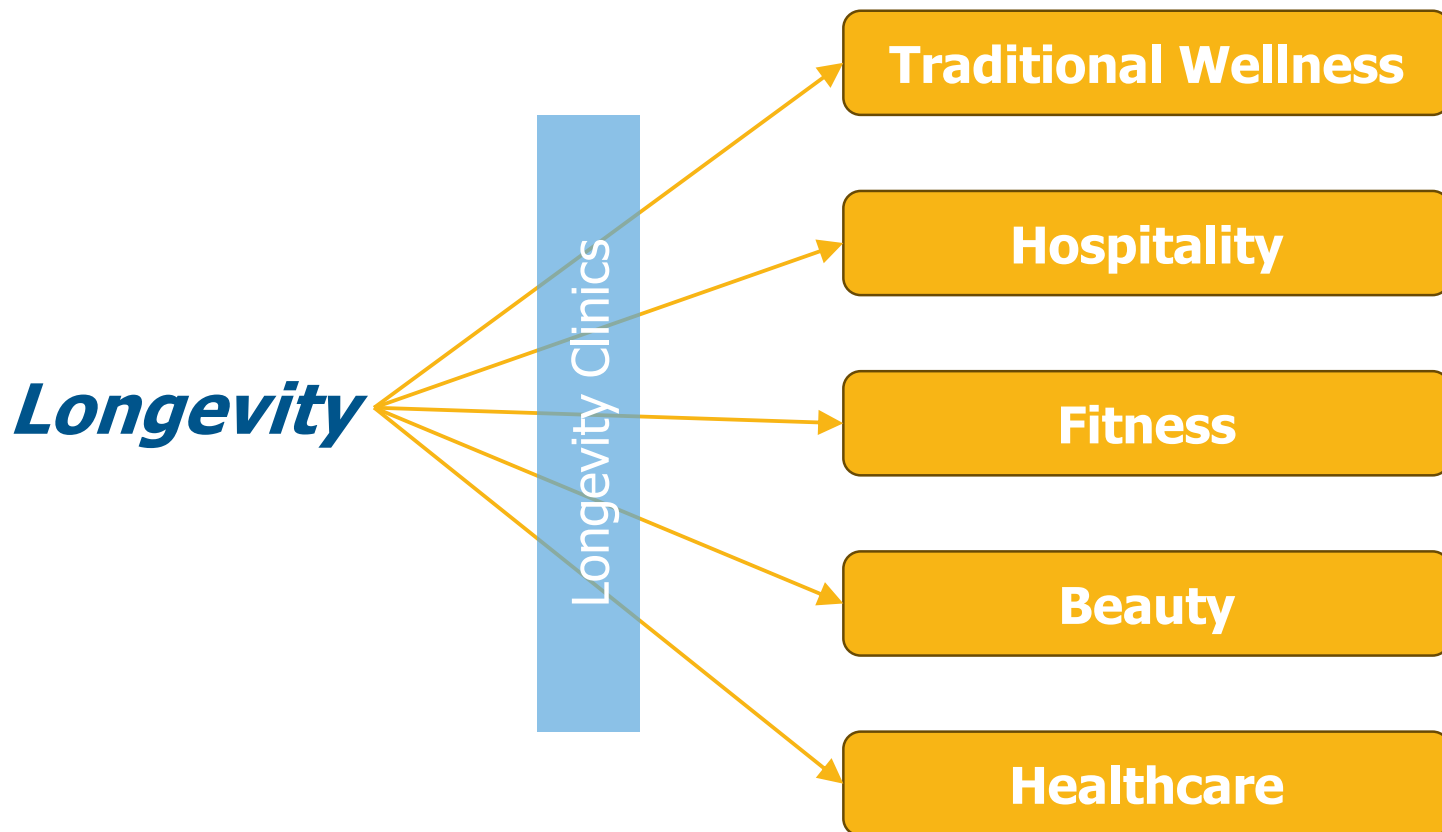


North America	\$2.2tr
Asia-Pacific	\$1.9tr
Europe	\$1.7tr
ME/Africa/LatAm	\$0.6tr

**Projected to reach \$9 trillion by 2028**



# Longevity is becoming core to many sectors in the wellness economy



## Differentiated offerings:

- Longevity diagnostics
- Longevity treatments
- Monitoring
- Health-tech
- Exercise
- Nutrition
- Detoxing
- Recovery
- Preventative interventions
- Social interaction
- Mindfulness / meditation
- Sleep optimisation
- Destressing
- Membership
- Lifestyle embedding

**Longevity clinics have been both catalyst and facilitator of these developments**

# What is a longevity clinic?



A clinic that aims to enhance **lifespan**, extend **healthspan**, and improve **quality of life**

...through **preventive treatments, advanced diagnostics, cutting edge technology**

...delivered by a **multidisciplinary team**

...with a perspective that is **holistic and personalised**



- *Perhaps the first longevity clinic*
- *Founded 2013 in San Diego by Craig Venter*

<p>01 Early detection of pre-symptomatic life-altering disease</p>	<p>02 Reduce your biologic age and optimize your healthspan</p>	<p>03 Treat root causes of disease rather than treating symptoms</p>
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<https://www.fountainlife.com/>

# High-end longevity clinics have proliferated globally



## Positioning

- Exclusive, high-end, science-based

## Clients

- HNW and UHNW individuals

## Pricing

- Membership: \$2,500 - \$100,000 per year
- Live-in retreats: \$20,000 - \$50,000 per week
- Pay-per-service: \$250 - \$5,000

## Availability

- More than 800 longevity clinics in USA
- Major centres include UK and Switzerland

## Notable longevity clinics

Human Longevity	USA
Fountain Life	USA
Golden Door	USA
Clinique La Prairie	Switzerland
Chenot Palace Weggis	Switzerland
Longevity Center	Switzerland
HOOKE	UK
The Longevity Doctor	UK
Lanserhof Lans	Austria
Chi Longevity	Singapore

# Diagnostics to (i) assess risks and (ii) measure progress



## Blood-based Biomarkers

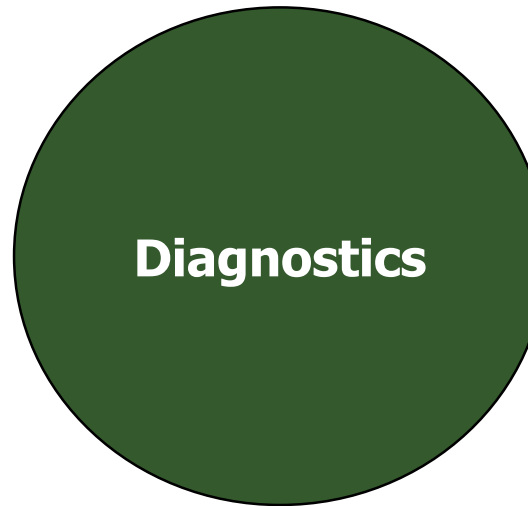
- Full blood count (FBC)
- Lipid panel
- Inflammation markers
- Hormones
- Nutritional markers
- Metabolic markers

## Genetic and Epigenetic Testing

- DNA methylation
- Telomere length
- Other biological age tests
- Predisposition tests for age-related diseases

## Physical Performance Assessment

- Muscle strength
- Cardiopulmonary exercise test
- Balance and mobility



## Imaging and Functional Tests

- Full-body MRI scans
- DEXA scans - bone density and body
- Echocardiogram and electrocardiogram
- Carotid artery ultrasound
- Cognitive function

## Specialised Tests

- Comprehensive stool tests - gut health
- DUTCH test - detailed hormone evaluation
- NutrEval FMV - nutritional gaps and mitochondrial health
- Continuous glucose monitoring - real-time blood sugar
- Cancer risk screening - advanced blood/ultrasound/cellular tests

**Progress in life expectancy is typically measured by biological age tests**



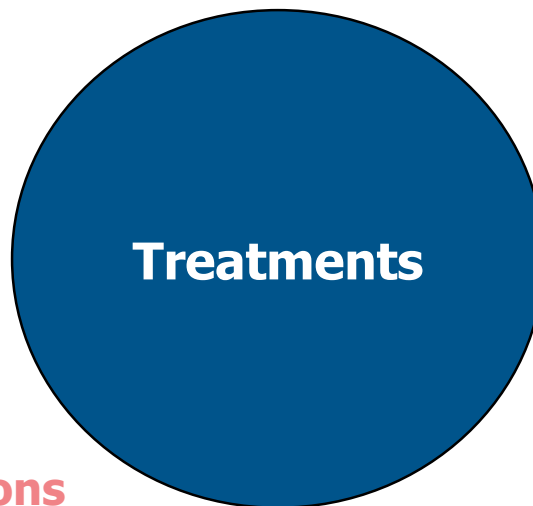
# Treatments combine interventions that are (i) proven, (ii) promising and (iii) experimental

## Lifestyle Optimisation and Personalised Coaching

- Nutrition and diet planning
- Exercise and functional movement coaching
- Stress management and sleep
- Mindfulness, meditation, CBT

## Regenerative and Cellular Therapies

- Stem cell therapies
- Gene therapies
- Platelet-rich plasma (PRP) treatments
- Peptide therapies
- Hormone optimisation
- Therapeutic plasma exchange



## Biohacking and Recovery Interventions

- IV infusions and nutrient/NAD+ therapy
- Hyperbaric oxygen therapy (HBOT)
- Cryotherapy
- Red light/photo-biomodulation therapy
- Infrared therapy
- Compression therapy
- Ozone therapy

## Other Innovative Interventions

- Detoxification nutraceuticals, chelation therapy
- Cognitive health, brain mapping, neurofeedback
- Targeted brain interventions
- Personalised supplement protocols
- Nutraceuticals to address micronutrient gaps/risks

# The fitness sector



# The fitness sector is embracing longevity



## Case Study: Life Time

- A luxury provider of health clubs
- 200+ locations




New wellness brand

- Personalised treatment, proactive health
- \$199 monthly membership includes IV drip, peptides, HRT, cryotherapy...

### Market disruption

- GLP-1 weight-loss drugs
- Threat that customers prioritise these over gym membership

### Opportunity

- Rapid weight loss often accompanied by muscle loss
  - Fitness is a core part of a holistic health and longevity
  - Cultural shift in individuals' relationships with health
- 
- Expand membership & revenue

### Response

- Reposition around holistic wellness and healthspan
- Personalised plans combine lifestyle and medical interventions
- Integrate with longevity diagnostics/treatments

# Many fitness brands have a longevity focus



EQUINOX

**Luxury fitness company** with over 111 clubs worldwide

- Biomarker testing
- Personalised health regimens
- Fitness, nutrition, sleep and massage

FIT  
PARTNERSHIP

**Longevity and fitness studio** near London

- Integrates leading-edge biohacking technologies with personalised, science-based programs
- Founded by a professional rugby player who couldn't get injury recovery support

KX

**Luxury health & fitness club** in London

- Holistic approach to fitness with medical diagnostics, IV vitamin therapy and nutritional coaching

FITNESS SF

**Group of 8 health clubs** in California

- Works with health-tech startup InsideTracker
- DNA analysis and biannual blood biomarker testing to track progress

  
**SPARKD**  
THE BRAIN & FITNESS HUB

**Evidence-based longevity gym** Singapore

- Launched by Chi Longevity clinic
- Focused on "brain-body fitness"
- Physical and cognitive performance

*"Those who do not find time for exercise will have to find time for illness"*

Edward Stanley (aka the Earl of Derby), British Statesman, 1826 - 1893

# The luxury hospitality sector



# Luxury hospitality with its strong culture of highly personalised service is embracing longevity



*"Longevity is the new luxury"*  
Sam Nazarian, hotelier

## ***Longevity:***

### **The ultimate wellness offering**

- Longevity is a huge upgrade to traditional wellness offerings

### **Meets the needs of luxury travellers**

- Luxury travellers are educated and evidence-seeking
- 90% prioritise wellness in their trips
- 84% expect personalised solutions
- Expect wellness propositions to be impactful, measurable and science-based

### **Exclusivity & differentiation**

- Longevity is not just an amenity, but core to the luxury value proposition

# Luxury hospitality and longevity are synergistic



## Synergies between longevity and luxury hospitality

### Shared client demographics

- Affluent, luxury travellers are first movers in the longevity space

### Travel as a catalyst for change

- Behavioural psychology → more receptive to lifestyle changes

### Hospitality facilitates a holistic perspective

- Eat, sleep, relax, test and treat in the same place

## Benefits for hospitality brands

1. Builds trust
2. Provides differentiation
3. Justifies premium pricing
4. Deepens brand engagement
5. Fosters deeper, longer-term relationships
6. Provides additional material revenue stream

# Well-known luxury hospitality brands are partnering with longevity clinics



:

CLINIQUE  
LA PRAIRIE

*Megève*



*Maui*



*Singapore*



:

CLINIQUE  
LA PRAIRIE

*Bangkok, Doha*



:

CLINIQUE  
LA PRAIRIE

*Dubai, Hudson Valley*



:

RoseBar®

*Ibiza*

# New longevity-focused hospitality brands are emerging



## SHA

### Spain, Mexico, (UAE coming 2027)

- Founded by Alfredo Bataller Parietti
- Inspired by his struggle to recover his health through integrative medicine



## Longevity Health & Wellness Hotel

### Portugal

- HPA Health Group (private hospital operator)



## The Estate

### Global

- 15 hotels and 10 urban centres by 2030
- Tony Robbins (author, life coach) and Sam Nazarian (Hotelier, CEO of SBE)
- Partnering with Fountain Life *and* Clinique La Prairie



# Fitness-focused hotels combine upscale hospitality with varied offerings of exercise, fitness and longevity



EQUINOX  
HOTELS

## New York City (another 30+ planned)

- Performance and well-being. Equinox known for high-end fitness clubs

SIRO

## Dubai & Montenegro (Riyadh, Mexico, Tokyo coming)

- The first fitness hotel in Dubai; sports equipment in rooms
- Five core pillars – nutrition, fitness, sleep, recovery and mindfulness

*“Exercise is the most powerful longevity drug”*

Peter Attia

THE RANCH

## Hudson Valley & Malibu

- Hiking, strength training, yoga, massage, farm-to-table cuisine



## St. Tropez

- Dedicated to wellness, weight loss and sport

# The business of longevity clinics



# A variety of business models supported by common underlying elements



## Approach

- **Warm, welcoming, credible brand:** a reassuring setting and empathic human interaction

## Positioning Strategy

- **Scientific legitimacy**
- **Luxury exclusivity**
- **Tech-driven personalisation**
- **Holistic**

## Messaging

- **Empowerment:** Taking control, agency
- **Identity:** Health as part of individual identity
- **Endorsements:** Celebrity scientists, medics, athletes, influencers

# Business models include multiple revenue streams



## Subscription

- Monthly or annual memberships

## Pay-per-service

- Clients pay for certain individual treatments

## Tiered packages

- Bundled offerings with increasing sophistication and personalisation

## Franchise licensing

- Revenue scaled through franchise fees and royalties

## Product sales

- Supplements, wearables, and branded merchandise

## Corporate partnerships

- Longevity-focused wellness programmes for employees

# The consumer context: A cultural shift



## Cultural Shift

- **Agency:** Individuals are claiming agency over health and ageing
- **Identity:** Health is becoming part of individual identity

## Role of Technology

- **Identity:** Tech is driving personalisation / link with identity
- **Gamification:** Tech is making health competitive
- **Accessibility:** Tech is improving accessibility

## The Opportunity

- The opportunity is broader than just wealthy consumers
- 80% of all consumers in US, UK, China rank wellness as a top priority
- Gen Z & Millennials are building their identity on health optimisation



LONGEVITY LEADERS		REJUVENATION OLYMPICS
Avg Pace Rank	Name	Avg Pace
1	Bryan Johnson	0.503
2	Annie N	0.517
3	Aldo Britschgi	0.580
4	Daniel Jacobs	0.603

**Brands that democratise access to longevity offerings will unlock the mass market**

# Exclusive longevity clinics are a harbinger of broader transformation of wellness and healthcare



## Core mission of healthcare

*To improve outcomes for all demographics*

### High-End, Exclusive Longevity Clinics

- **Unlock** secrets of healthy ageing and life extension for all
- **Nudge** healthcare towards **Preventative** and **Holistic**

### Democratisation of Longevity

- **More affordable** and **more available** longevity-focused gyms and wellness centres
- **Franchise** models are emerging:
  - Serotonin Centers (\$349 per month)
  - Humanaut Health (\$225 per month)
  - Next Health (\$199 per month)
- **Public Hospitals** are starting to embrace longevity clinics
  - Singapore
  - Israel

# Longevity-based wellness is an attractive market for investors



- **Purpose-driven** industry
- **Poised for growth** - across geographies, age groups, income levels

## *Favourable conditions:*

- **Cultural alignment** - consumer pull
- **Scientific progress** - new discoveries and evidence-based tools
- **Business fundamentals** - recurring revenues, high margins, exit options

## Varied investment opportunities

- Integrated health & longevity resorts
- **Vertical integration: Hospitality, healthcare, wellness, longevity**
- Boutique longevity retreats
- **Urban longevity clinics**
- Longevity & wellness real estate
- **Biohacking, diagnostics, recovery tech,**
- Hospitality tech, personalised longevity platforms

# The science of longevity clinics



# Scientific evidence for many longevity treatments is limited



- There are no FDA-approved treatments to target ageing
- Biological age tests (used to measure progress) are flawed
- Most treatments lack clinical trial data on long-term efficacy

## Lifespan extension

### Strong Evidence

- Nutrition, sleep, exercise
- Stress reduction, avoiding smoking

### Anecdotal Evidence

- Rapamycin
- Senolytics
- HBOT (Hyperbaric oxygen treatment)

### Speculative

- Stem cell therapies, epigenetic reprogramming

## Healthspan extension

### Proven Benefits

- Nutrition, sleep, mobility fitness, strength fitness
- Stress reduction, avoiding smoking, mindfulness

### Anecdotal Evidence

- Rapamycin, NAD precursors (NR, NMN)
- Senolytics
- HBOT
- Infrared light treatment

### Overhyped

- IV vitamin drips, cryotherapy

**But this doesn't necessarily mean these treatments are not helpful**

# There is now an effort to establish longevity diagnostics and treatments as a credible medical field



**Healthy Longevity  
Medicine Society**

*"The Healthy Longevity Medicine Society (HLMS) was established in August 2022 to build a clinically credible framework and platform for longevity medicine..."*

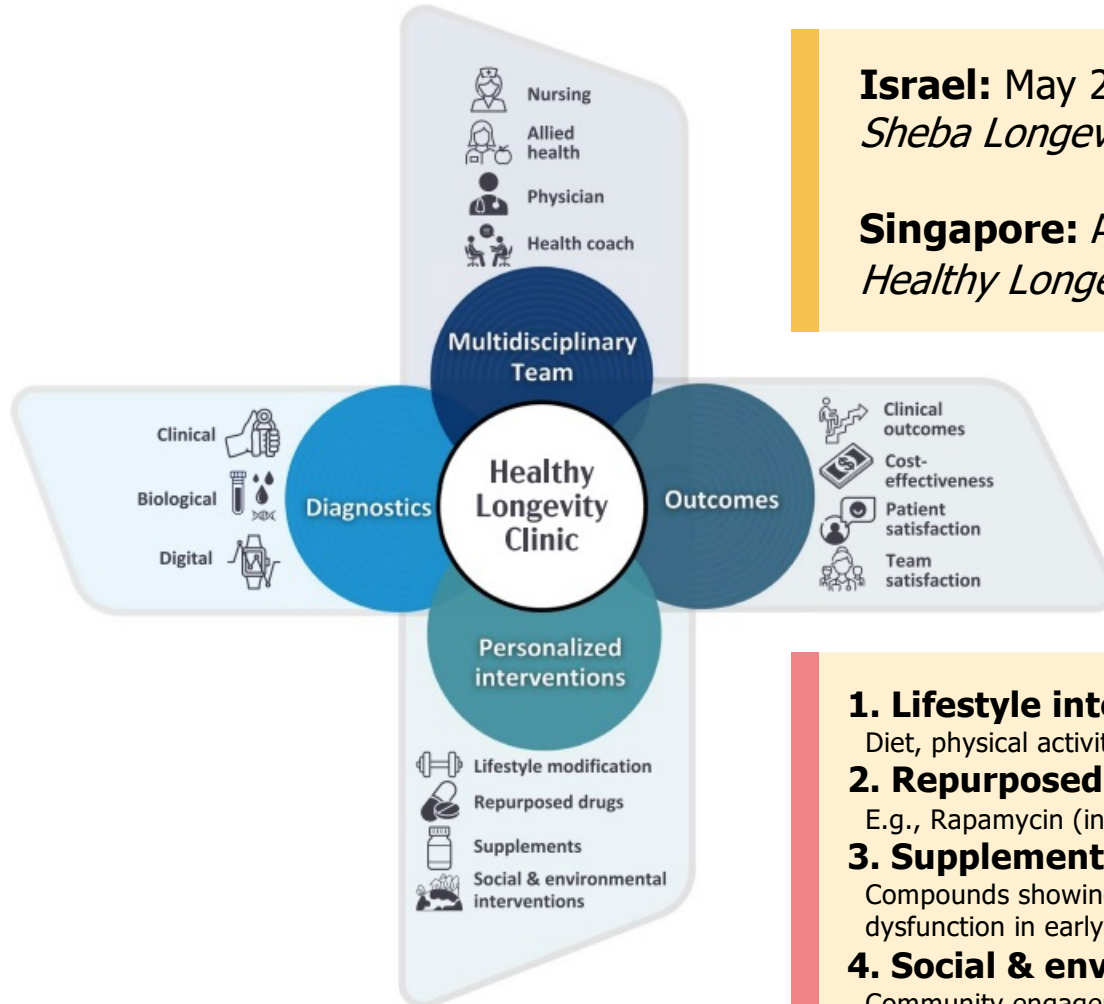
- Objectives:
1. Education, credentials and accreditations
  2. Professional standards
  3. Clinical research agenda
  4. International collaboration



*Vice president of HLMS is prominent ageing researcher Dr. James L. Kirkland*

<https://hlms.co/>  
<https://longevity.degree/>  
<https://hlms.co/resources-education>

# Longevity clinics at publicly funded hospitals are making longevity more mainstream / accessible / affordable



**Israel:** May 2023  
*Sheba Longevity Center* at Sheba Medical Centre



**Singapore:** August 2023  
*Healthy Longevity Clinic* at Alexandra Hospital



## 1. Lifestyle interventions

Diet, physical activity, stress management, sleep, social connections, avoid risky substances

## 2. Repurposed drugs

E.g., Rapamycin (initially an immunosuppressant)

## 3. Supplements

Compounds showing promise in optimising lifespan in animals, and also enhance performance or alleviate dysfunction in early clinical trials in humans. E.g., NMN, AKG, glycine, senolytics, urolithin and spermidine

## 4. Social & environmental

Community engagement, social support networks, education

# Singapore as a longevity hub



# Singapore – the world's sixth 'Blue Zone' – is becoming Asia's leading longevity destination



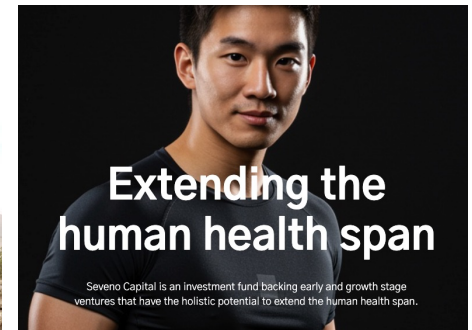
National University of Singapore's Academy for Healthy Longevity – Semi-finalist in **XPRIZE Healthspan**, a \$101m global competition



*Singapore Tourism Board:*  
"Science-backed wellness and longevity experiences that enhance healthspan" are potential **drivers of tourism**<sup>1</sup>



VC fund Seveno Capital recently committed \$20m to an 8,000-m<sup>2</sup> complex – "**Longevity World**"



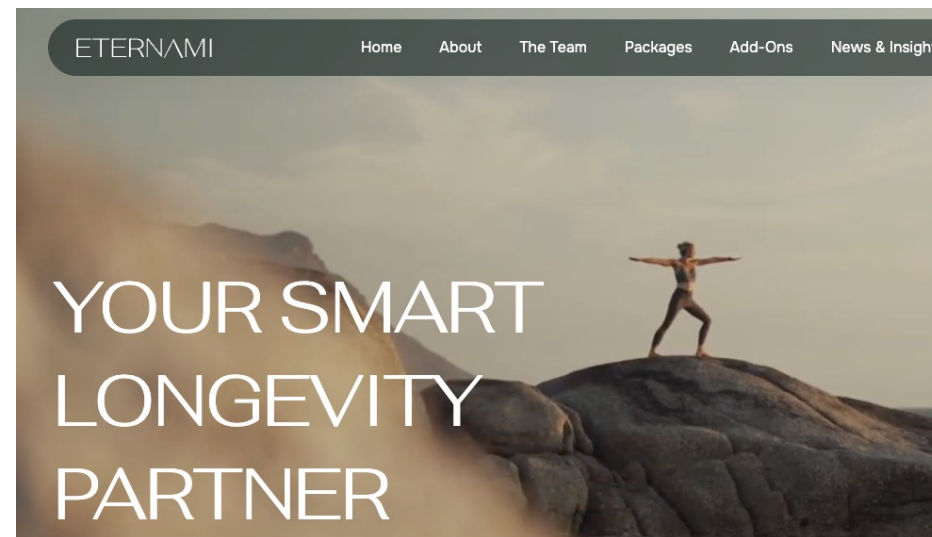
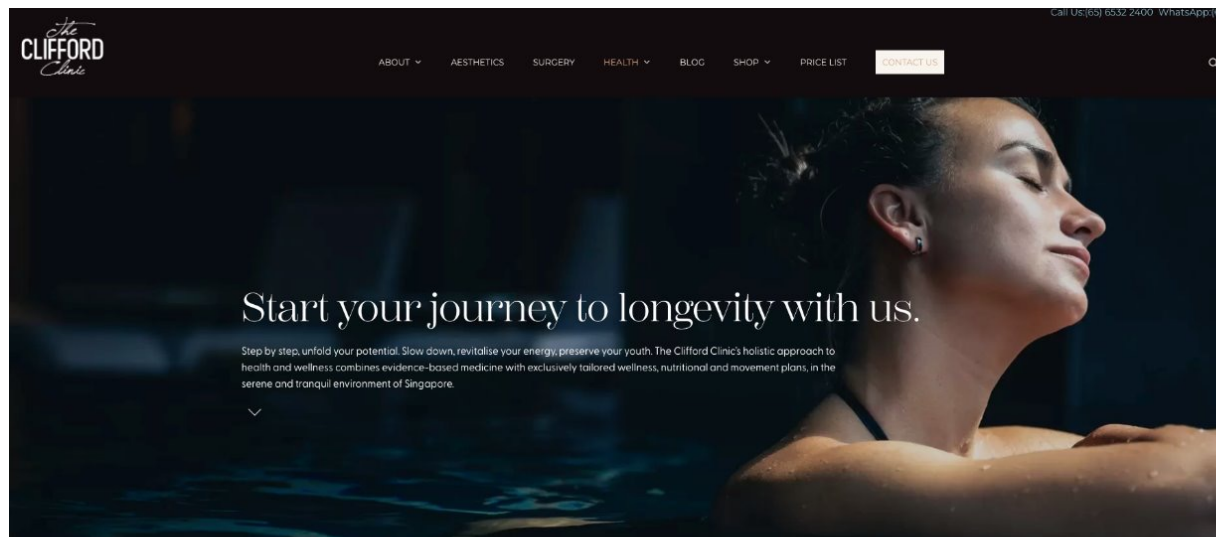
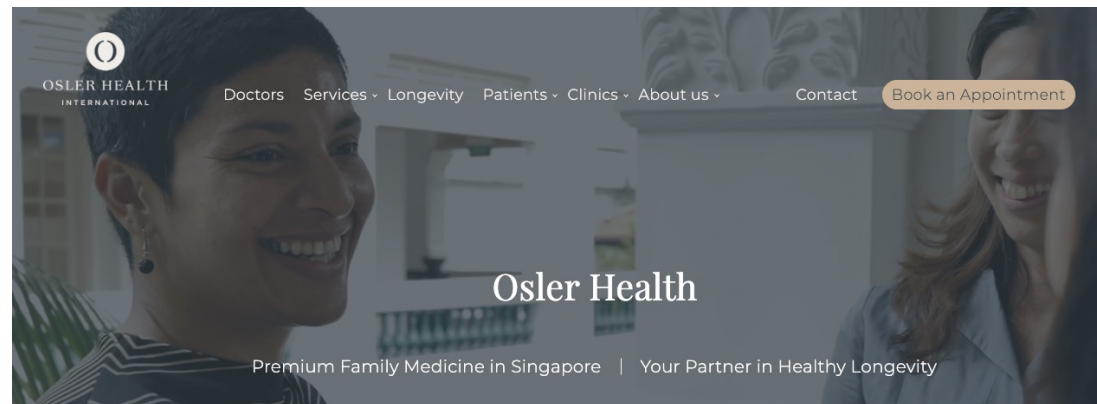
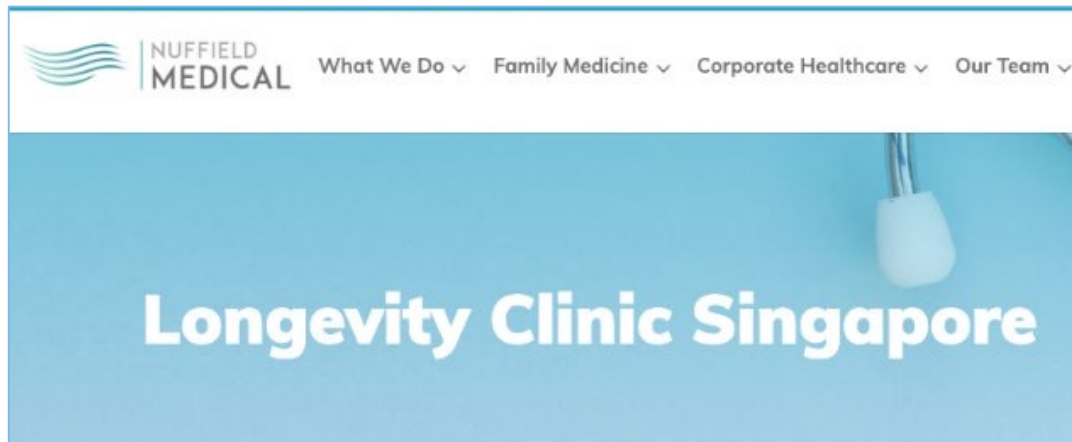
<sup>1</sup> Speech by Melissa Ow, CEO of Singapore Tourism Board at the Tourism Industry Conference 2025 11 April 2025  
<https://www.stb.gov.sg/about-stb/media-publications/speeches/speech-by-ms-melissa-ow--chief-executive--singapore-tourism-board--at-the-tourism-industry-conference-2025>

<https://seveno.capital/>

# Singapore has many longevity clinics



*For example...*



# One longevity clinic is developing an international profile



*"Slow down biological age. Live with vitality. Prioritise healthy longevity."*

## Acquisition



## Strategic Partnership



### Chi Longevity: Pinnacle Flagship Program

☑ All year round, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday

Pinnacle is our top-tier package, including everything in the Momentum package, plus a repeat of all the assessments six months later to track...

**From SGD 18,000/person**

# Conclusions / takeaways

*“Life without limits”*

Fountain Life



Longevity is becoming core to many sectors in the **wellness economy**

**Exclusive longevity clinics** have incubated longevity services for access by **broader demographics**

Cultural shift: **Health** becoming part of **individual identity** as individuals take control

**Investment opportunities:** from **real estate** to **hospitality** to **clinics** to **diagnostics/treatments**

**Scientific support** for non-lifestyle interventions is **currently limited**, but several show promise

**Longevity clinics are catalysing a transformation of wellness and healthcare**